

Message Text

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21

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INFO OCT-01 EA-11 ISO-00 DEAE-00 CIAE-00 INR-10 JUSE-00

NSAE-00 RSC-01 SNM-02 SY-04 TRSE-00 USIA-15 NSC-07

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DRAFTED BY IO/HDC:LNCAVANAUGH:DD

APPROVED BY IO/HDC:EPNOZIGLIA

EA/TB:LSTERMER

S/NM:HWELLMAN

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R 232243Z MAY 74

FM SECSTATE WASHDC

TO USMISSION GENEVA

INFO AMEMBASSY BANGKOK

UNCLAS STATE 108890

E.O. 11652: N/A

TAGS: SNAR, UN, TH

SUBJECT: THAILAND MARKETING SURVEY

REF: BANGKOK TOAID A-146 OF MAY 3, 1974 (NOTAL)

1. PAPER ENTITLED "HIGHLAND DEVELOPMENT PROGRAM" ATTACHED
TO REFERENCED AIRGRAM STATES ON P 12 AS FOLLOWS:

"2. MARKET ANALYSIS AND DEVELOPMENT: MARKET ANALYSIS
IS NEEDED TO DETERMINE THE DEMAND PARAMETERS OF
REAL AND POTENTIAL CROPS AND OTHER ENTERPRISES IN
THE NORTHERN HIGHLANDS. CROPS ARE TO BE RANKED
AS TO POTENTIAL RETURN TO THE PRODUCER. IN ADDI-
TION, AN EXAMINATION IS TO BE MADE OF THE ENTIRE
MARKET MECHANISM OF THE NORTH AND RELATED OUTLETS
AND RECOMMENDATIONS REGARDING IMPROVEMENTS MADE.
SUCCESSFUL INTRODUCTION OF NEW ENTERPRISES MAY WELL
REQUIRE MARKETING SUPPORT OPERATIONS. FUNDS TO
PROVIDE SUPPLIER AND PRODUCER CREDIT, TO GUARANTEE
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PURCHASES OF RISKY CROPS, TO TRANSPORT GOODS AND

FOR OTHER ONE-TIME COSTS WHICH CONSTRAIN THE INITIA-
TION OF COMMERCIAL OPERATIONS MAY BE REQUIRED.
ASSISTANCE MAY BE REQUIRED INITIALLY TO ORGANIZE
PRODUCER/MARKETING ASSOCIATIONS TO INCREASE THE
PRODUCERS BARGAINING POWER. ONE PURPOSE OF THIS
ACTIVITY IS TO ESTABLISH COMMERCIAL LINKAGES WHICH

DO NOT REQUIRE GOVERNMENT ACTION TO BE SUSTAINED.

THE UNFDAC HAS RECENTLY REACHED AGREEMENT WITH THE
RTG TO CONDUCT A MARKET SURVEY. THEREFORE, ACTION
WILL BE DELAYED IN THIS ACTIVITY UNTIL FY 75,
WHEN THERE IS FEEDBACK AVAILABLE FROM THE UNFDAC
SURVEY."

2. DEPARTMENT WOULD APPRECIATE FURTHER INFORMATION ON
UNFDAC/RTG MARKET SURVEY AGREEMENT. RUSH

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Disposition Event:
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